

# Army Air Force Exchange Service

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To: STEGER  
From: STEGER  
Subject: Cigarette Promo - 4th QTR 93

Listed below are the approved temporary checklane promotions beginning with the week of 19 September 1993. No other promotions are authorized during this time. Although this is a voluntary program, all stores are encouraged to participate as it is one of the few ways we can still "promote" cigarettes and most of the suppliers pay a fee for this temporary display on the single pack merchandisers. These promotions are completely within the guidelines of EOP 40-11, Chapter 33 and DOD's policy of deglamorization of tobacco.

PERIOD	VENDOR	ITEM	PAYMENT
19 Sep- 02 Oct	American	Free Lighter w/2 pack purchase of Montclair or Bull Durham	\$1.50 per display
03-16 Oct	RJR	Winston, Camel, Salem. Single pack w/cents off coupons or attached premium depending on location and availability.	\$1.50 per display
17-30 Oct	PM	Basic/free lighter with single pack purchase or free incentive with 2 or 3 pack purchases.	20 unit display
31 Oct- 13 Nov	Liggett	Covington, Jasmine, Pyramid- \$.25 off each pack	\$2.00 per display
14-27 Nov	B&W	GFC, Raleigh Extra, Viceroy, Kool \$.25 off per pack	\$2.00 per display
28 Nov- 11 Dec	Lorillard	Newport \$.50 off coupon on pack	\$3.00 per store

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